

JULY 2020



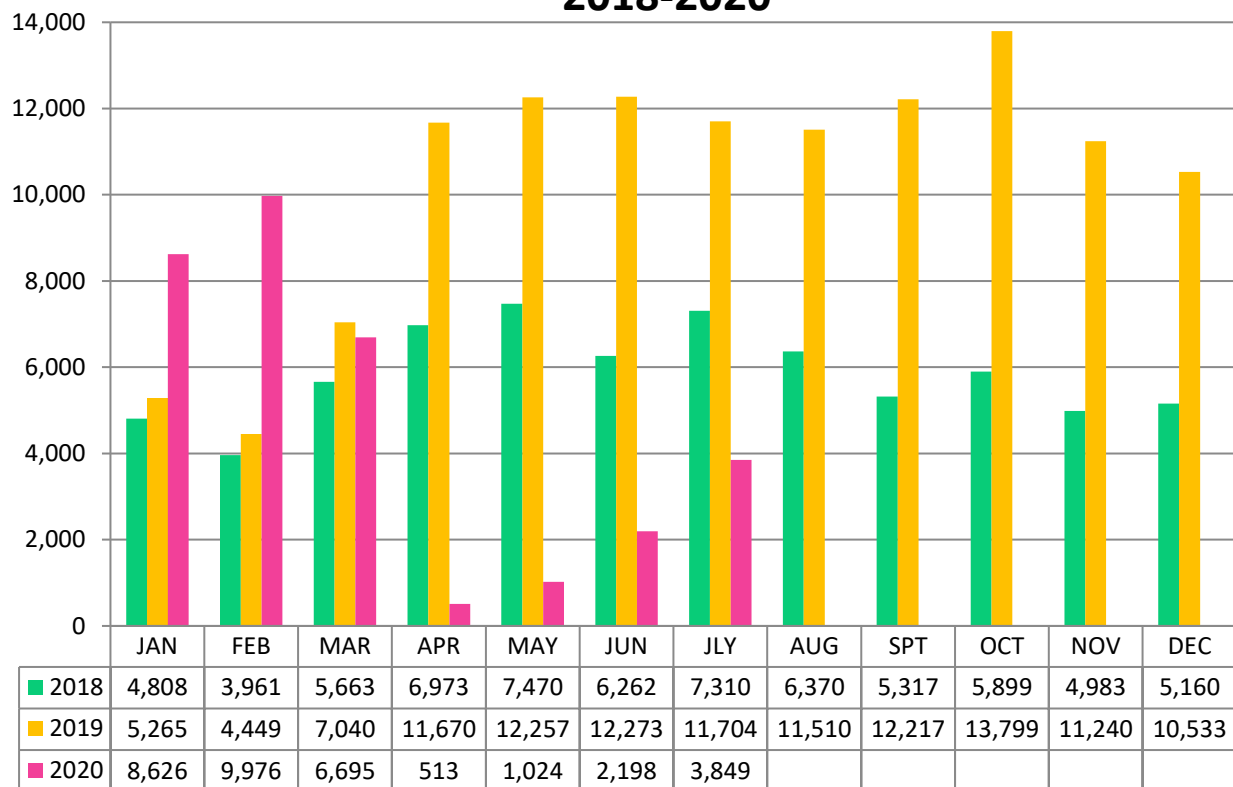
AIRPORT SECTION



ENPLANEMENTS & AIRLINE ACTIVITY: (YTD percentage comparisons through JUNE 2020)

- Only 3,849 total enplanements for June, down -7,855 from prior year
- Bright note, the enplanements are steadily increasing though...
- Please Fly Flagstaff First!

ENPLANEMENTS 2018-2020



MASKING: All patrons were asked to mask before entering the airport. If they did not have a mask, they were offered one before proceeding with their flight plans.

MARKETING: Staff continued to market our flights and shared the please stay, play, distance, and mask responsibly message.

PAID PARKING PROGRAM: Staff continue work to get the second parking lot underway.

AIRPORT BADGE READER: A New badge reader access control system went active at the airport. This system gives a more positive control to access inside the fenced areas of the airport.

AIRPORT 31.45 ACRE PROPERTY: The Request for Qualifications (RSOQ) for a master developer regarding the airport parcel (31.45 Acres) continues to move forward. Staff should have the final document completed and out on Planet Bids in July.

COMMUNITY INVESTMENT SECTION



PARKING:

Program Updates:

Paid parking remains suspended until further notice. ParkFlag is working closely with City Council, with input from the DBA and local business owners, to determine the right time to bring the program back online.

ParkFlag began conversations with downtown businesses, residents, and stakeholders about the re-implementation of pay to park.

Improvement Projects:

Park Flag awarded the project of manufacturing our Kiosk hoods to a local vendor, Armored Outdoors, located at NACET. We cannot wait to have our new kiosk covers made, they will be both reusable and visually appealing, allow for messaging with locking mechanisms.

Flowbird, ParkFlag's Kiosk and software vendor, completed software downloads updating the Kiosks with the new ParkFlag operating hours.

ParkFlag continues to maintain and manage the 20-minute curbside pick-up areas in the downtown area.

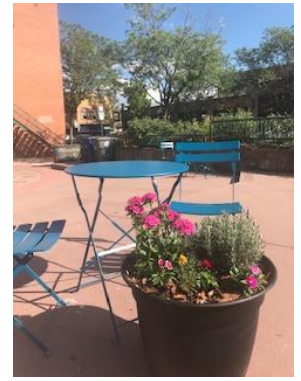


Community Activity:

ParkFLag continues to work alongside Parks and Recreation and Public Works in monitoring the litter in Heritage square, as well as other downtown areas. We are working together to create an enjoyable downtown experience.

Parking Aides, alongside the DBA, built umbrella stands and planted flowers in Heritage Square, as a part of a community effort to create a space where residents and visitors alike can eat, relax, and socially distance.

All Parking Aides continued to be ambassadors for the City of Flagstaff. We answered questions, gave directions and occasionally educate the public on proper parking procedures.



BEAUTIFICATION AND ARTS & SCIENCE:

COVID RELIEF FUNDING DISTRIBUTED TO FLAGSTAFF'S ART, CULTURE AND SCIENCE NONPROFITS: Flagstaff Arts Council (FAC) and the City of Flagstaff collaborated to bring much-needed relief to 22 local nonprofits. Grant awards were recommended by the Art & Science Fund Committee (which the City has representation on) and approved by the Flagstaff Arts Council Board of Directors. Approximately \$20,000 remains in the fund. The Board of Directors will evaluate how best to allocate the remaining funds at its July 2020 meeting and bring to the City for approval.

The Relief Fund is made possible by the City of Flagstaff reprioritizing \$100,000 from the BBB Art & Science Fund, a challenge grant from Flagstaff Rotary Club to FAC, donations from 70 community members to FAC, and money reprioritized from other FAC programs. Thank you to all who made this possible, including City Council, City leadership, and the Beautification and Public Art Commission.

Grantees include:

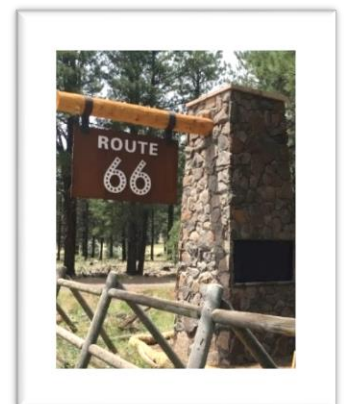
- Alpine Community Theater, Arizona Historical Society, Artists' Coalition of Flagstaff, Ballet Folklórico de Colores, Canyon Movement Company, Capoeira Amizade Flagstaff, Flagstaff Dark Skies Coalition, Flagstaff Festival of Science, Flagstaff Friends of Traditional Music, Flagstaff Shakespeare Festival, Flagstaff Symphony Association, Flagstaff Foundry, Human Nature Dance Theatre and Studio, Lowell Observatory, Master Chorale of Flagstaff, Museum of Northern Arizona, Northern Arizona Pride Association, Orchestra Northern Arizona, The Arboretum at Flagstaff, Theatrikos, Tynkertopia, Inc., and Willow Bend Environmental Education Center.

COMPLETED PROJECTS:

Route 66 Monument: Marking the Route 66 Historic Trail is a focus of the City of Flagstaff, with increased efforts over the last few years with projects such as the 'Walk this Talk' tour in the historic core of the city and iconic Flagstaff Gateway monuments. The monument marking the western edge of the city, near the historic McCallister Ranch, was just completed. Thank you to the Capital team for partnering with us on this project.

Route 66 monument completed at the western edge of the city. Design: WLB and Thinking Caps.

Boys and Girls Club Mural: Artist Isaac Caruso provided this free mural to the City of Flagstaff. It is one page of a children's book Mr. Caruso is creating, with each page a mural in Arizona. See page 2 for an image of the project.



COMPLETED PROJECTS CON'T:



Isaac Caruso's mural donated to the City of Flagstaff at the Boys and Girls Club. For more about the children's book project and the artist, [click here](#).

Downtown Flower Project: Twenty-two hanging baskets now grace the Historic Downtown as part of our pilot project for city flowers in Flagstaff's Historic Core. These compliment the new pollinator garden planted in June in Heritage Square, another component of the pilot project. The flower program will also increase as part of the infrastructure for alley and lane closures downtown. This year's project provided great information-gathering and project insight for this year and beyond!

The pollinator garden in Heritage Square provides beauty and cheer to the public and welcomes butterflies and tourists alike.



PROJECT UPDATES:

- **Courthouse Exterior Artwork:** Staff led an Artist Selection Panel of community members of diverse backgrounds and city staff to select finalist artists to prepare designs for the art piece on the new Courthouse building on Beaver Street. Staff hosted a physically distanced site visit for finalists,
- **Main Library Entry Project:** Staff shepherded the project through inter-division staff meetings on the implementation process of having an artist join the design team, begun discussions with procurement on the project, and continued work to identify members of the Artist Selection Panel for the project. Staff also set up a new timeline with procurement for the Call to Artists.
- **Expanded Use of Right-of-Way:** Staff researched and ordered beautification elements for the alley closure and partial Aspen Avenue closure downtown, including picket fencing and wine and whiskey barrels for planting. Staff also shepherded a change order for the flower vendor for the additional plantings for the project.
- **Transportation Hub aka Downtown Connection Center:** Staff drafted a timeline for the Call to Artists and invited NAIPTA staff to present the underlying project to BPAC at the August meeting.
- **Traffic Signal Cabinets:** Staff continued work to identify members of the Artist Selection Panel for the project and completed the Call for Artists for the project.
- **Graffiti Wall:** Staff worked with the applicant on questions related to insurance during COVID.

ECONOMIC DEVELOPMENT: (Business Attraction, Retention & Expansion)

Business Attraction:

BUSINESS INCENTIVES: Council approved three new business attraction incentive policies. The outreach materials for these recently approved incentives have been completed and are available on the Choose Flagstaff website. Staff will be working with our communications team to make several social media posts to boost awareness of these new programs. Additionally, there will be an article in Flagstaff Business News promoting all the City's new economic development incentives.

- ***Business Attraction Job Creation Incentive:*** Looks to incentivize new business that are locating within the City of Flagstaff by offering up to \$15,000 that can be used for a variety of authorized expenses. Eligible new businesses must be within one of the City's targeted industries (previously mentioned above), create at least 10 full-time positions, and the average wage for those positions must be higher than the Coconino County median wage (>\$20.04 p/h). Applicants will be scored, and funding will be awarded based on their final application ranking. Awards are subject to the available fund balance for this program.
- ***Business Attraction Development Reinvestment Incentive:*** Looks to incentivize new business that are locating within the City of Flagstaff by making a portion of the City construction contracting sales tax available for reimbursement for a variety of authorized expenses. A business may receive up to 0.5% of the construction contracting sales tax on the total taxable value of a project net of deductions. Eligible new businesses must be within one of the City's targeted industries, create at least 10 full-time positions, and the average wage for those positions must be higher than the Coconino County median wage (>\$20.04 p/h).
- ***Sustainable Automotive Sales Tax Rebate:*** This program looks to strengthen the automotive industry within the City of Flagstaff while also achieving the City's sustainability goals. Purchasers of a sustainable vehicle may receive a rebate on a portion of the City's sales tax. The program is designed to offer higher rebates for vehicles with a greater fuel efficiency, i.e. electric or hybrid, but are also available for fuel efficient vehicles with a high mile per gallon (mpg) rating. Flagstaff locals can apply for a higher rebate; however, non-local purchasers can also receive a reduced rebate. Rebates are subject to the available fund balance for this program.

ECoNA: Staff continued to coordinate with ECoNA to submit parcel packets (PIFs) that are designed to attract potential new businesses to the Northern Arizona region. Recently, one of these submittals has garnered additional interest from a potential business and they have requested more information about Flagstaff. This business is now speaking directly with the Walgreens Distribution Center's real estate agent!

ARIZONA COMMERCE AUTHORITY AND ARIZONA ASSOCIATION OF ECONOMIC DEVELOPERS: Staff attended several webinars put on by the ACA and AAED to learn about new tools and opportunities to enhance economic development during the time of COVID-19.

Business Retention and Expansion:

BUSINESS RETENTION AND EXPANSION INCENTIVE: BR&E staff has responded to 18 separate inquiries about the program by emailing details about the program or by discussing over the phone. No applications have been submitted although the deadline is August 31st.

MERCEDES-BENZ FLAGSTAFF: The luxury brand Mercedes-Benz is under new ownership and has re-opened their operations in Flagstaff! This is great news to many residents of Flagstaff and to northern Arizona in general. When Mercedes-Benz first came to Flagstaff, it took little time for their presence to be noticed as their vehicles were more and more visible throughout the community. It is great news that they are open for business once again! Spread the word and consider stopping into Mercedes-Benz Flagstaff today!

ARIZONA@WORK:

- **BUSINESS SERVICES TEAM (BST):** BR&E Staff attended the first BST meeting since COVID-19. The team discussed several changes including leadership of the team and initiatives that the team will undertake to assist businesses. The BR&E Manager will take over as the Chair of the team, and the previously successful Employer Resource Events will be translated to a digital platform. This effort is one that the team considered in order to make the event accessible to those businesses unable to attend in person. The team has tasks to begin this effort and will meet in two weeks to keep our energies in the right direction.
- **WORKFORCE DEVELOPMENT BOARD (WDB) COCONINO COUNTY:** BR&E Staff has been working with the Interim Executive Director and the new Chair of the WDB to coordinate efforts. The WDB has several new board members requiring the leadership to have a thorough understanding of the federal and state legislation that guides the WDB. This smaller group will continue to meet weekly.

NORTHERN ARIZONA COUNCIL OF GOVERNMENTS (NACOG): BR&E staff with NACOG Executive Director to review a map of cradle to career resources developed over the last year. The map organizes resources by age groups and includes goals, internal competencies and hazards, with the intention of providing some structure to the growing number of resources to assist in community and workforce development efforts. The Executive Director considered the map very informative, inspirational, helpful and relevant. Staff plans to meet with regional colleagues of the Executive Director to expand the reach of the map and to work on incorporating the information into workforce curricula in schools.

CAREER EXPLORATION SERIES: BR&E Staff continues to work with LAUNCH Flagstaff and the Flagstaff Unified School District (FUSD) to deliver innovative workforce solutions remotely. Over the course of this last week, the team met to review recent efforts and to fine tune our path forward, and then again to review a new platform that is being used by FUSD. The new program is geared towards remote learning and offers tremendous bandwidth to engage students.

ECONOMIC COLLABORATIVE OF NORTHERN ARIZONA (ECoNA): BR&E staff and Interim Business Attraction Manager presented a suite of recently adopted economic development programs to the joint ECoNA Business Attraction and BR&E Teams meeting. The meeting was a first in terms of bringing the two teams together. It also was a great opportunity to unveil this suite of five new programs whereas two short months ago, we had no such programs.

LOCAL MANUFACTURER: BR&E Staff connected with a local manufacturer who is looking to purchase their own building. Staff provided a comprehensive list of properties meeting his criteria and connected the owner to local real estate professionals. It is exciting to see businesses continue to grow amidst current conditions.

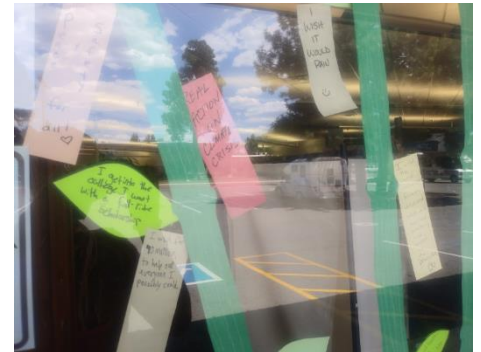
NEW ENTREPRENEUR: BR&E Staff was recently connected to a new entrepreneur hoping to start a business in Flagstaff. Staff was able to learn about the early stage development and direct the entrepreneur to other partner resources including the Basic Business Empowerment course offered by the County. The BBE Course is set to begin August 4th and end September 29th.

REGENERATIVE MEDICINE: BR&E Staff recently learned that the Federal Drug Administration (FDA) is taking a far more active role in the realm of regenerative medicine which greatly impacts several start-up businesses in Flagstaff and beyond as well. Whereas businesses previously had met FDA requirements, the FDA has now changed their classification of regenerative medicine which means impacted businesses may need to initiate a longer process for approval. The longer process may include a series of three testing phases which could take up five to seven years from the point at which the businesses initiate the new process. While these steps by the FDA are geared towards human safety, many of the products have been previously approved and delivering solutions to patients in need for years. These new steps will likely result in a much smaller number of businesses operating in the regenerative space for the coming years, but time will certainly tell.

LIBRARY SECTION



TOSHO-CON: which was originally going to be an in-person, all-day festival at EFCL, moved online! From 7/13-7/17, there were events celebrating Japanese culture, including anime discussions, pickup craft & origami kits, martial arts demos, trivia, and an art & cosplay contest. During the Tanabata Festival in Japan, there is a tradition of writing wishes on slips of paper, and for the next month EFCL will collect wishes to add to the bamboo tree displayed in the window.



COUNTY LIBRARIES GRANT NEWS:

- **PARKING LOT Wi-Fi EXPANSION:** funding has been secured through an LSTA sub-grant valued at (\$18,739) to expand and strengthen our wi-fi signal into the library parking lots at the Tuba City, Grand Canyon, Forest Lakes, Fredonia, and Williams Libraries. This will allow these communities to access the internet from a personal device outside the library building, even though many of our libraries are closed at this time.
- **CARES ACT:** Germ Buster kits have arrived from the State Library and are currently being distributed among the branch and affiliate libraries. These consist of 108 bottles of sanitizer in 18 boxes along with 10,000 masks.
- **INTERNET SPEED INCREASE:** We were able to get a dedicated line for internet at the Tuba City Public Library, in addition to not sharing their speed with anyone else we also increased it three-fold, from 10mbps to 30mbps.

NEW ONLINE SERVICE: People can now apply for a library card through our website. This feature has been live since Thursday, July 9th and has been very popular. Through the end of July, we've issued 125 new cards, an 83% increase over the same period last month.

BOOK GIVEAWAY: We received a small grant through the State Library that partnered with Scholastic Books to give us 250 books. We then partnered with the Family Food Center who handed them out with their daily lunches to support children's literacy.

SUMMER READING CHALLENGE:

- This year's SRC was all virtual. We were pleasantly surprised that 1,020 people participated, from babies to folks in their 70s. All together we read for 993,692 minutes! In Youth Services, 334 finishers out of 718 readers was a little lower than our finishing average of 50%, but still better than the statewide average of about 30%.
- **ADULT SRC:** 302 adults participated in this year's Summer Reading Challenge with 100 adults completing the goal of earning 3,000 points by reading and completing activities. In total, adult library patrons read 415,651 minutes, earned 319 badges, and completed 132 missions (including online trivia, escape rooms, book reviews, and more).

J.A. JANCE AUTHOR TALK: The Downtown Library hosted an author talk with bestselling Arizona mystery author J.A. Jance. Jance discussed her newest Ali Reynold's novel *Credible Threat* and answered patron questions. 75 patrons participated in the event on Zoom and Facebook Live.

RECOMMENDED READS: The Downtown Library launched a new online reader's advisory service called Recommended Reads. Patrons completed a [short survey](#) about their reading preferences and then received a

personalized email with five suggested book titles selected by a librarian. The service is free, confidential, and designed for adult readers. Initial patron feedback includes, "This is fun! Thank you for the work you put into everything!" and, "I appreciate the efforts the library is making to provide reading materials! Keep up the good work!"

ZINES PROJECT: The "Zines" project EFCL performed in the Spring got a write-up in School Library Journal's Blog: <https://www.slj.com/?detailStory=Childrens-Book-creators-librarians-create-quaranzine-zine-project-for-kids-at-home-coronaviru-covid-19>

FALL PLANNING: The Summer Reading Challenge has concluded, and staff are hard at work prepping for the fall programming session, which will continue to only include virtual/contact-less programs. EFCL is building on what worked well over the summer, including pick-up art kits, drag queen Storytime, and adult trivia, and will be surveying teachers to find new ways to work together.

TOURISM SECTION



LODGING METRICS: (From June— note we always report a month behind)

- **Occupancy** down -23%
- **Average Daily Rate (ADR)** down -30.3%
- **Revenue per available room (RevPAR)** down -46.4%

Following are the metrics that apply to traditional accommodation for JUNE 2020.

- The occupancy and ADR (average daily rate) was significantly better than May.
- As the Discover Flagstaff team has been diligently reporting to city leadership and to our stakeholders, we continue keeping the brand alive with messages of **looking forward to seeing our visitors when the time is right**, promotion of our restaurants and attractions that are serving guests, Flagstaff Local.com, virtual tours via www.flagstaffarizona.org, and equally important our continued messaging on **Please Stay, Play, Distance and Mask responsibly**.

JUNE	2019	2020	Diff	YTD
OCC	84.9%	65.4%	-23.0%	-31.2%
ADR	\$119.10	\$83.10	-30.3%	-22.8%
RevPAR	\$101.31	\$54.33	-46.4%	-46.9%

VISITOR CENTER:

- **Model Train:** Model Train ran 175 times in the month of June.
- **Visitor Questions:** Staff provided visitor assistance in-person, over the phone, and via email while educating them on masking requirements and fire restrictions. See common questions received below:
 - What's open at the Grand Canyon?
 - What local attractions are open?
 - Outdoor recreation ideas such as hiking, biking, and National Monuments.

- What restaurants are open for dine-in or patio service?
- **Flagstaff 365:** After meeting internally and with Flagstaff Arts Council, staff took over daily management of the Flagstaff 365 calendar on a temporary basis while they experience staffing shortages. This included updating events that are canceled or postponed and approving and editing events entered by community partners.
- **Flagstaff Local:** Staff participated in meetings to move forward with the Flagstaff Local Movement and manage rewards that are waiting to be picked up from the drawings.
- **GCOT:** Attended virtual Arizona Governors Conference on Tourism.
- **Staffing:** New Visitor Services Assistant Carissa Horn joined the Visitor Center team from recreation on July 26th. WELCOME CARISSA!

July	2019	2020	Change
Walk-ins	26,111	7,326	-72%
Retail Sales	35,462	19,175	-46%

TRAVEL TRADE:

MEETINGS: Webinars w/Connect Tour, Visit Phoenix, PhocusWire, USTravel Assn, AOT, Expedia, & Brand USA; Virtual Governor's Conf on Tourism; Sister Cities Int'l Virtual Conference; Weekly Grand Circle Website Committee Calls; AOT/AmericanTours Int'l Campaign call.

NEWSLETTERS: Quarterly Trade Newsletter sent to 1300+ travel companies worldwide; Finalized TourOperatorLand August newsletter.

FAMILIARIZATION TOURS: S. Planner Japanese Tour Operator Fam (6 ppl)

MEETINGS/EVENTS/CONFERENCES:

MEETING AND EVENT LEADS: Staff sent out 1 lead for a 400-person group over 8 nights. The lead was for venue space and meals. All attendees would be on their own to book their accommodations. The total estimated economic impact is \$230,400.

MARKETING & MEDIA RELATIONS: (JULY produced 32 print articles and 233 digital articles.)

- Publicity value increased over prior year, July 2019. Our new media monitoring vendor is now providing international digital tracking which are now included in the monthly report.
- July was astronomical a significant month which garnered significant interest globally in Lowell Observatory experts with the rare Newowise comet in multiple media outlets in China as well as India, Germany and Belgium plus their live streaming event was popular nationally.
- Flagstaff received attention on outdoor activities and remains top-of-mind as a leading destination for visitors.

Broadcast (reach: 1.2mk/value: \$11k):

- Broadcast programming on Arizona Highways
- Seeing the USA and NOVA featured Bright Angel Bicycles
- Fire on the Mountain and Lowell Observatory

- Locally the Arizona Daily Sun published Unsung Heroes articles featuring Josephine's, Sweet Shoppe, DBA, and Flagstaff Arts Council

Print (circ: 1.2m/value: \$362k):

Media exposure was down again compared to last year because COVID-19 has been dominating the news as well as travel restrictions.

Despite the downturn, **Flagstaff remains top-of-mind as a leading destination for visitors to consider when planning a future vacation or get-away.**

Digital (reach: 633m/value: \$12m):

Flagstaff was included on many "best" or "beautiful" lists from digital websites such as msn.com and others.

Below are a few digital highlights:

5 of Arizona's most kid-friendly campgrounds: <https://fabulousarizona.com/arizona-best/2020/07/15/5-of-arizonas-most-kid-friendly-campgrounds/>

America's most beautiful waterfalls: <https://www.msn.com/en-us/travel/tripideas/americas-most-beautiful-waterfalls/ss-BB16uzwM#image=8>

10 of the best places in the US for stargazing: <https://www.msn.com/en-us/travel/tripideas/10-of-the-best-places-in-the-us-for-stargazing/ss-BB16s6Uu#image=8>

6 Beautiful Lakes in Flagstaff: <https://trip101.com/article/lakes-in-flagstaff>

Discovering the Flagstaff Brewery Trail in northern Arizona:

<https://www.wanderwithwonder.com/2020/07/08/flagstaff-brewery-trail-in-northern-arizona/>

The best hikes in all 50 states: <https://www.travelawaits.com/2549688/best-hikes-in-all-50-states/>

WEBSITE:

- At the end of June, Discover Flagstaff pivoted messaging to exclusively support "educating" which included masking and fire restrictions
- "Inspiring" travel ads were pulled, sweepstakes were halted
- US sessions decreased 27%, international markets decreased across the board
- AZ -34%, CA -23%, NV -6%, but our flight markets were up: TX +45%, CO +.4%
- Content viewing increased on the webcam and travel advisor pages

SOCIAL MEDIA:

FIRE PREVENTION: Posted preceding each weekend the fire danger level and or fire preparedness tips using the #onelessspark hashtag and deferring to Coconino National Forest for more info.

FLAGSTAFF MEMORIES: Shared Peter Corbett's (a well-known Arizona historian and writer) post on the memories of Bars in Flagstaff earning 13,500 reach, 1200 engagements and 62 positive comments about Flagstaff and Flagstaff history.

FLAGSTAFF UGC MASK: Shared two post on people in Flagstaff wearing masks out and about.



CREATIVE SERVICES:

ADVERTISING:


- Digital Ads: Produced digital ads promoting (only) virtual events in partnership with Flagstaff 365; digital ads for AZCentral, AdTaxi and 12news.com (KPNX) promoting fire restrictions and encouraging distancing/masking.
- 2021 VISITOR GUIDE: Began early layout of the annual guide
- POSTCARDS: Animated the digital postcards and uploaded them to <https://www.flagstaffarizona.org/postcards/>
- Updated the AZ Daily Sun Emergency section print and digital ads
- MOMCATION: Created a graphic for the momcation giveaway
- DRIP CAMPAIGN: Finalized the second drip email campaign focused on CDC messaging
- BROCHURE: Created the Walk this Talk walking tour brochure

WEBSITE:

- Update fire wise messaging on the website since restrictions had been lifted.
- Finalized the landing page and blogs for [high altitude training](#).

CITY JOB:

- Designed 3 City of Flagstaff incentive flyers and social media artwork.
- Collected digital assets for Business View Magazine.
- Finalized the Prop 435 flyer.
- Provided Flagstaff and Covid-19 related images to Finance for inclusion in the 2020-21 Budget Books.



FIRE RESTRICTIONS IN EFFECT

KNOW BEFORE YOU GO. [DETAILS HERE](#)

Campfires and charcoal use are banned.

STAY, PLAY DISTANCE & MASK RESPONSIBLY

STAY, PLAY DISTANCE & MASK RESPONSIBLY



FIRE RESTRICTIONS IN EFFECT
firerestrictions.us/az

High Country Hug
at 7,000'

Sending you a virtual hug!
Thank you for distancing and masking responsibly.



I ♥ FLG
FLAGSTAFF, AZ



1. **Stay at Home**
Stay at home as much as possible. Avoid non-essential travel. If you must travel, wear a mask and maintain social distancing.

2. **For those working on the Road**
If you must travel, wear a mask and maintain social distancing. Avoid non-essential travel.

3. **Responsible Recreation**
Responsible recreation. Stay on designated trails. Do not feed wildlife. Pack out what you pack in.

4. **Build on Durability**
Build on durability. Use local materials. Support local businesses.

5. **Local Highway Road to Better Traveler's**
Local Highway Road to Better Traveler's. Support local businesses. Use local materials.

6. **Support Local Businesses**
Support local businesses. Use local materials. Support local businesses.

PROP 435
AUGUST 4, 2020 ELECTION

\$4,000,000 Permanent Base Adjustment to City of Flagstaff Expenditure Limitation

- Expenditure Base Limitation Information**
- This ballot measure will allow the City of Flagstaff to spend money it collects to maintain the level of services it now provides. The approval of Proposition 435 does not authorize an increase in taxes or fees.
- The expenditure base is a fixed amount that became effective in 1980, based on 1970 data. The City received previous permanent base adjustments in 1988 and 2006. The expenditure limitation is adjusted annually to account for population growth and inflation. The formula does not, however, factor in new and expanded program growth or new revenues. By approving the increase to the permanent base, the City will be allowed to continue existing and expanded services as revenues are collected.
- This expenditure limit does not include additional money in taxes or fees, neither does the City to spend what revenues it collects as necessary. Normal budgeting provisions and constraints will continue to apply. The City will continue to provide a balanced annual budget.
- What is the City "expenditure limitation"?**
The expenditure limitation is the maximum amount that the City may spend each year, even if it has more money available to spend. The expenditure limitation is established by the State as an annual basis. For the year 2020-21, the City's expenditure limitation is \$10,000,000.
 - Why is there a limitation?**
In 1980 Arizona voters approved an amendment to the Arizona Constitution that set an annual expenditure limitation on all cities, counties, towns, and community college districts. The purpose of the expenditure limitation is to limit spending.
 - Why does the City of Flagstaff need to adjust the expenditure limitation?**
The City has experienced growth at a rate greater than the annual expenditure limitation increases. This growth is related to the fact that the City's annual safety improvement program (see page 10), public safety program (see page 11), and other programs (see page 12) have increased expenditures related water, sewer, and other services, and cost increases for police and fire to name a few growth-related services and programs.
 - Why does the question read an increase of \$4 million but the City will receive an increase of approximately \$24.5 million?**
The City is legally mandated to phase the question in 1980 dollars. When the Economic Estimates Commission of AZ applies the formula that has both the population and inflation factors in it, the "1980 dollars" of a \$4.0 million increase are translated into the current estimate adjustment of about \$24.5 million.
 - Are my taxes going to go up?**
There is no tax increase associated with an increased expenditure limitation. The increase in the expenditure limitation gives the City the ability to budget and spend revenues that the voters have approved.
 - Is the City going to immediately spend all this money?**
This ballot measure only increases the amount allowed to spend annually. The City will continue to spend with a balanced budget as the City Council each year increasing the authority to spend as revenues are available. Does not allow the City to spend more than it has resources for.

High Country Hug
at 7,000'

Sending you a virtual hug!
Thank you for distancing and masking responsibly.



I ♥ FLG
FLAGSTAFF, AZ

We know you love Flagstaff, and we do, too. If you're planning a visit to our mountain town, please be sure to stay, play, distance and mask responsibly. Please adhere to fire restrictions until we are all back on our feet. Please adhere to required CDC healthcare travel guidelines, business recommendations and more.

WE KNOW YOU CARE. PLEASE BE FIRE AWARE.

If you or someone you know plans on traveling to Flagstaff, please be aware and make sure all fire restrictions are followed.

CARRY-OUT & SETTLE IN

Tired of home-cooking? The Visitor Center can happily share suggestions. Looking for a little adventure? The Visitor Center is a call away with more information.

ATTRACTIONS

Some attractions are open and offering scheduled appointments, while others are offering virtual experiences. The Visitor Center or attraction is a call away with more information.

GET YOUR FREE POSTCARD

Revel in Flagstaff cheer, hugs and sightseeing from your favorite mountain town. Send your friends and family inspiration for future travel.

COLLECTOR BOOK

Enjoy Flagstaff regardless of distance! Print these fun coloring pages featuring some of your favorite and most iconic places around town.

Please adhere to required CDC healthcare travel guidelines, business recommendations and more, and fire restrictions, too, plus, distance and wear a mask responsibly.

GET YOUR FREE VISITOR GUIDE

Discover Flagstaff

Discover Flagstaff

THANK YOU FOR YOUR CONTINUED PARTNERSHIP WITH THE ECONOMIC VITALITY DIVISION FOR THE CITY OF FLAGSTAFF!

STAY WELL!

